

CITY OF ALAMEDA

Memorandum

To: Honorable Mayor and
Members of the City Council

From: Lara Weisiger
City Clerk

Date: May 3, 2011

Re: Authorize Call for Bids for Legal Advertising for the Fiscal Year Ending
June 30, 2012

BACKGROUND

Section 3-18 of the City Charter requires an annual contract for publication of all legal advertising of the City in a newspaper adjudicated to be a newspaper of general circulation within the City of Alameda.

DISCUSSION

The Alameda Journal is the Official Newspaper of the City for legal advertising for the fiscal year ending June 30, 2011. With Council authorization, the City Clerk will publish a notice in the Alameda Journal stating the City will receive bids up to the hour of 2:00 p.m. on Wednesday, June 1, 2011, for the publication of all legal advertising for the fiscal year ending June 30, 2012.

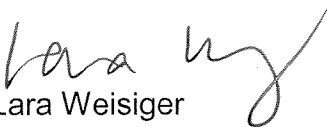
FINANCIAL IMPACT

Each department's budget appropriation for legal advertising is approved by the City Council during the budget process. The City spends approximately \$29,000 annually for legal notices, of which \$10,590 is from the General Fund.

RECOMMENDATION

Authorize the City Clerk to call for bids for the publication of all City legal advertising for the fiscal year ending June 30, 2012.

Respectfully submitted,


Lara Weisiger
City Clerk

**City Council
Agenda Item #5-E
05-03-11**

Honorable Mayor and
Members of the City Council

May 3, 2011
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Approved as to funds and account,

A handwritten signature in black ink, appearing to read "Fred Marsh", with a stylized, flowing script.

Fred Marsh
Controller

Exhibit:

1. Specifications for Legal Advertising

SPECIFICATIONS FOR LEGAL ADVERTISING

The City of Alameda is seeking proposers to provide Legal Advertising Service for the fiscal year ending June 30, 2012.

Legal advertising must be published in a newspaper adjudicated to be a newspaper of general circulation within the City of Alameda.

Advertising shall be in accordance with the following:

- 1) All advertisements shall be set in six-point type, or in such larger type and spacing between lines as directed by the officer authorizing the advertisement.
- 2) Title and sub-heading shall be set in six-point type, black-face type, or in such larger type as may be specified by the officer authorizing the advertisement.
- 3) The submission deadline for ads shall not exceed 4 days from date of publication (excluding holiday periods).
- 4) The withdrawal deadline for ads shall be up to 1 day from date of publication (excluding holiday periods).

Bidders shall state in their proposals for legal advertising the price per column inch, set in six-point type, according to the following schedule:

- price per column inch for the 1st insertion;
- price per column inch for the 2nd insertion;
- price per column inch for the 3rd and for each subsequent insertion.

Proposals for legal advertising must include an audit verifying circulation.

Proposals must be presented to the City Clerk, in the City Hall, Alameda, California under sealed cover and plainly marked on the outside, "Proposal for Legal Advertising - Fiscal Year 2011-12." Sealed bids will be received up to the hour of 2:00 p.m. on Wednesday, June 1, 2011.

Contract for such legal advertising, if awarded, will be awarded subject to the provisions of the Charter of said City, to the responsible bidder who submits the lowest and best bid. The right is reserved to reject any or all bids.

The newspaper published by the bidder to whom such contract is awarded shall be known, for the term of such contract, as the "Official Newspaper" of the City for legal advertising.